



Filling A Vital Need

Hospital namesake Tom Golisano gives \$5M for new pediatric behavioral health and wellness center to help patients like Jakob O'May

▶ Fellowship programs train next generation of doctors

▶ Golisano Children's Hospital Gala raises \$750K

▶ Phase II is open!

A Warm Welcome to Our New Chair!



Patrick Brophy, M.D., MHCDS, who currently serves as Director of Pediatric Nephrology at University of Iowa Health Care, has been named the next William H. Eilinger Professor and Chair of the Department of Pediatrics at the University of Rochester Medical Center (URMC) and physician-in-chief of Golisano Children's Hospital (GCH), pending approval by the University Board of Trustees.

Brophy, who comes to Rochester after a national search, will be the 8th Chair of the Department of Pediatrics. His term begins Jan. 1.

“Patrick Brophy has demonstrated exceptional skills as a clinician and as a leader in improving quality and patients' access to care via technology innovation,” said Mark Taubman, M.D., CEO of URMC and Dean of the School of Medicine and Dentistry. “In his conversations with us, he demonstrated great enthusiasm for the quality of our pediatrics department and he has a compelling vision to take it to the next level in clinical care, research, and education.”

A board-certified pediatric nephrologist, Brophy has spent the past decade at the University of Iowa, where he has served as division director since 2007. He holds the Jean E. Robillard, MD Chair in Pediatric Nephrology and is a professor in the university's Carver College of Medicine. He also serves in several additional roles throughout the institution, including Assistant Vice President of eHealth and Innovation, Vice Chair of Clinical Innovation for the Department of Pediatrics, and Co-Director of the Integrated Special Populations Research Core in the university's Institute of Clinical and Translational Science.

The founder of the University of Iowa's Signal Center for Health Innovation, Brophy has led efforts to use technology — particularly telehealth — to reach patients. He maintains a research lab that focuses on kidney development in utero.

Prior to his tenure in Iowa, Brophy spent almost 10 years at the University of Michigan Medical Center, where he served as a clinical and research fellow before joining faculty. He spent his residency at the University of Manitoba after graduating from the University of Saskatchewan College of Medicine.

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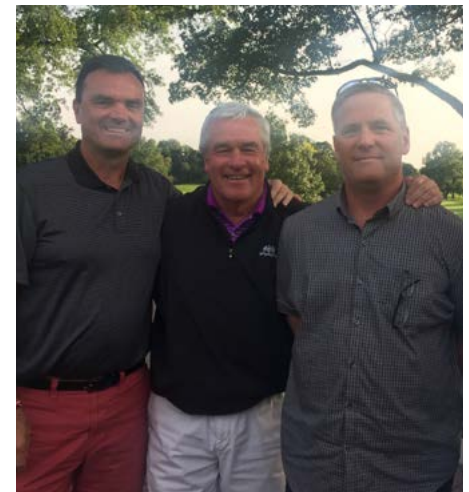
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Golfers Chip In to Support Sick and Injured Kids



More than 350 golfers hit the links on a beautiful day in August as part of the 21st annual Golf Classic. The event, one of the largest fundraisers for the hospital, raised more than \$345,000.

Held at Monroe Country Club, Oak Hill Country Club, and the Country Club of Rochester, the event draws participants from across the region for a day of golf, dinner, and socializing — all for a good cause.

Vanessa and Brandon Stewart, whose 2-year-old daughter, Arianna, is a cancer survivor and a 2017 Miracle Kid, shared her story at the event.

“Fundraisers make the care that Arianna received possible. Your efforts are helping kids like her,” said Vanessa. “Without your help, our area wouldn’t have the amazing surgeons and hospital that we do. Our family can’t thank you enough.”

Arianna charmed the crowd when she and her surgeon, Dr. Walter Pegoli, helped unveil this year’s fundraising total.

Mason Mitchell, Cory Milburn and Jacob Noyes, three other children’s hospital patients, also added a special touch to the event by selling lemonade at the turn.

Thank you to all of our supporters and participants!

Presenting sponsor: Vizient

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**Save the date for next year:
Monday, August 27, 2018!**

Enchanted Gala Raises \$750K for Golisano Children's Hospital



The 2017 Golisano Children's Hospital Gala Honorary Chairs Kim and Steve McCluski.



Jennifer Ralph, event Chair, and Mike Goonan, Chair of the children's hospital Board of Directors.



Hospital namesake Tom Golisano presents the Children's Champion Award to Elizabeth McAnarney for 50 years of service.

The Golisano Children's Hospital Gala celebrated its 30th year on Oct. 21, raising \$750,000 for our hospital's children and families.

Honorary chairs Kim and Steve McCluski welcomed guests to "An Enchanted Garden" at the Rochester Riverside Convention Center, beautifully decorated by Jenni Ralph and her team from Wisteria Flowers and Gifts. Attendees heard music from the band Sixwire, from ABC's TV Show "Nashville," along with performances by Mickey Thomas from Starship; John Elefante, former lead singer of Kansas; and Lou Gramm, founding member of Foreigner.

Lissa McAnarney, M.D., who served as the sixth Chair of the Department of Pediatrics from 1993-2006, was honored for her 50 years of service at URM. She was welcomed to the podium by hospital namesake Tom Golisano.

Several special items were auctioned off in support of the children's hospital, including a Jeep Grand Cherokee

donated by Marina Auto Group, and a "She Shed," which was donated by Woodtex, the Rochester Home Builders' Association, and Shery Merkle, and designed by 13WHAM's Jennifer Johnson.

Special thanks to The Cabot Group, which has been the Gala's presenting sponsor since 2008, and all of our other wonderful major sponsors for their support.

Presenting Sponsor: The Cabot Group
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Thank you to Marina Auto Group, who donated a 2017 Jeep Grand Cherokee to the Golisano Children's Hospital Gala auction! Kevin Reilly, the winning bidder, now has a brand new car!



Mickey Thomas from Starship (above) performed at the Gala; also among the entertainment was the band Sixwire, and John Elefante, former lead singer of Kansas.



Lou Gramm, founding member of Foreigner.



2016 Honorary Chairs Jennifer and Vinnie Esposito enjoy the Gala with some friends.





New Surgical Suite and Intensive Care Units Open Their Doors to Children



Phase II - 4th Floor

Pediatric surgeons are now performing their craft in state-of-the-art operating rooms following the opening of the new William and Mildred Levine Surgical Suite in late September.

“Operating in there is just a joy,” said Dr. Walter Pegoli, chief of Pediatric Surgery. “The facility is a testament to the people who work here, but more importantly, it is a testament to the people in our community who have supported us.”

The suite also features 24 private pre-op and post-op rooms — an improvement from the previous open-bay

recovery area, where patient beds were separated by a curtain. Parents of children who were the first to undergo surgery in the new ORs appreciated the privacy the new facilities provide.

“The new surgical suite was just phenomenal,” said Danielle, whose 2-year-old son, Noah, had surgery on the first day the ORs were open. “It was bright and cheerful — his post-op room had a beautiful large window — and it was extremely quiet, which helped us stay calm.”



Phase II - 6th Floor

There was a feeling of camaraderie in the air as teams of nurses, doctors, and staff — all in matching T-shirts — worked together to transport 18 patients to the new Pediatric Intensive Care Unit (PICU) and Pediatric Cardiac Intensive Care Unit (PCICU) in early September.

“On big days like this, it’s always rewarding to see everyone come together and get the job done while ensuring that our patients are getting the extra care they need,” said Jeffrey Rubenstein, M.D., chief of the PICU. “It was a carefully orchestrated, seamless move, and our team is happy to be working in the new space.”

The opening of the new intensive care units and surgical suite marks the completion of the second phase of construction on the children’s hospital building and brings all pediatric care under one roof. The move also allowed the PCICU to receive a much-needed expansion.

“Our unit is the only one of its kind in the region, and is almost always nearing capacity,” said Jill Cholette, M.D., chief of the PCICU. “With more beds, we will be able to meet the rising demand for our services and reduce the likelihood that critically ill patients will need to be transported long distances to other centers.”





The Next Generation

Fellowship programs train tomorrow's pediatric specialists

In the 10 hours since Dr. Blair Germain's last shift ended, one baby had emergency surgery, two new sets of twins were born prematurely, and another preemie is being weaned off oxygen in preparation for the trip home.

She's sitting in a meeting room in the GCH NICU, coffee in one hand, pen in the other, while three doctors fill her in on those cases, and everything else that's happened while she's been gone. It's 5:30 p.m. and her workday is just beginning.



Blair Germain, M.D., visits a patient in the NICU.

Just as the team wraps up their briefing, a call comes from the overhead speakers: “Obstetrics team, call 3-1600.” Germain darts out of the room and sprints to the labor and delivery unit, expecting to find a newborn baby in distress.

This time, it’s a false alarm. But it’s only 15 minutes into her shift. “That could happen several times a night,” she says, catching her breath as she makes her way back to the NICU and gets ready to see the babies she was just briefed on. “That’s what I love about the NICU. It keeps you on your toes.”

Germain knew the NICU was the place for her early on in her training. She has already graduated from medical school and completed her three-year pediatrics residency program, but to work as a physician in the NICU, she needs three more years of specialized education.

That’s where the University of Rochester Medical Center’s Neonatal-Perinatal Medicine Fellowship

steps in — taking trained pediatricians like Germain and giving them intensive training in the care of high-risk newborns.

“We gain more responsibility as we go, so that by the end of the three years, we are able to practice confidently as neonatologists on our own,” said Germain. “For example, when we do a procedure on a patient for the first time, the general philosophy is that you see one, do one, and then, you’re able to teach one. As a fellow, I have autonomy, but I always have support when I need it.”

Fueling the Pipeline

URMC’s Department of Pediatrics has been training fellows for more than 50 years, equipping pediatricians with the skills and knowledge they need to provide specialized care in their chosen field. Pediatricians can now choose from 18 different pediatric fellowship programs at URMC — from cardiology to emergency medicine

to psychiatry.

“Full-service hospitals, like Golisano Children’s Hospital, need subspecialists — doctors who have additional years of advanced training within a specific area, like childhood cancer, or childhood kidney disease,” said Michelle Bonville, pediatric administrator. “Fellowships are how those subspecialists become trained.”

The programs are selective and attract talented pediatricians from across the country. Akua Asante, M.D., who is in her final year of the fellowship program focused on pediatric cancer and blood disorders, came to Rochester after her residency in Illinois and was one of 30 applicants to vie for just one fellowship spot.

“I was looking for a program that wasn’t too big, because I wanted to work closely with the attending physicians and learn from them as much as possible,” said Asante. “Because this is such an academic center and there are so many specialists, we almost never have to send our



Akua Asante, M.D., checks a patient's vitals.

patients to other places, which allows me to learn about the most complex cases. This program is a hidden gem.”

Asante didn't have any ties to Upstate New York before moving here for fellowship, but now, she hopes to stay in Rochester after she graduates — and she's not alone. Forty-five percent of fellows stay on as attending physicians at Golisano Children's Hospital following their training.

“We trust who we train,” said Susan Yussman, M.D., the program director for the Adolescent Medicine Fellowship. “Hiring our fellows after they graduate helps ensure we're recruiting top-notch physicians and filling necessary spots.”

New Perspectives

Choosing to go through three more years of training after four years of medical school and three years of residency isn't always an easy decision. But for Germain and Asante, the

opportunity to make a difference in the lives of some of the hospital's most vulnerable patients is what drew them to their fields.

In addition to providing valuable clinical experience, fellowships also serve to train the medical researchers of tomorrow. All fellowship programs also have a research component, whereby fellows — supported by faculty mentors — select a research focus and move projects forward when they aren't seeing patients.

For some, the time in the lab becomes just as engaging as the clinical work.

“Each fellowship class brings new perspectives and opportunities. We teach our fellows, but they teach us, too,” said Yussman. “The research projects that these doctors start as fellows often develop into new discoveries over the course of their careers. They're creating the building blocks for the future.”

Germain and Asante's line of work is a constant reminder of the need to

develop new treatments and improve care. It's the children they've met — the 9-year-old battling leukemia, or the newborn baby born 16 weeks early — that push them forward through the days in the laboratory and the long nights in the hospital.

“Every time I see a baby that I cared for go home, or get to visit with a happy, chubby baby that I remember weighing a pound or two when he was born...it just reminds me why I'm doing what I'm doing, and that I'm on the right path,” said Germain. “There's no doubt in my mind that these three extra years will be worth it.”

Tom Golisano gives \$5 million for new Pediatric Behavioral Health & Wellness Center

Critically-needed center will serve children and adolescents with emotional and behavioral needs



Tom Golisano, philanthropist and namesake of UR Medicine's Golisano Children's Hospital, has pledged \$5 million to support construction of a new Pediatric Behavioral Health & Wellness Center, providing the greater Rochester community a new, critically-needed home base for child and adolescent behavioral health services.

The new building will be the primary outpatient location for the children's hospital's Pediatric Behavioral Health & Wellness program — which treats children with depression, anxiety, psychosis, substance abuse, PTSD, and other behavioral and emotional conditions — and will be staffed by a multidisciplinary team that includes child psychiatrists, psychologists, social workers, mental health counselors, nurses, and more.

"I am pleased to partner with URM to build the new Golisano

Pediatric Behavioral Health & Wellness Center, which will address gaps in care and accommodate more clinical staff to help reduce the number of children on the wait list for services," said Golisano. "Now, when we talk about providing comprehensive care to children and their families, we can include expanded and enhanced behavioral health services. I'm confident that Golisano Children's Hospital will become a leader in this field."

The university is matching Golisano's gift, and the \$10 million

building, estimated at 30,000 sq. ft., will be located near the intersection of South Avenue and Science Parkway, next door to the planned location of the Golisano Autism Center, a collaborative venture between Al Sigl Community of Agencies, AutismUp, and CP Rochester. Construction on both buildings is expected to begin next spring, with completion of the Behavioral Health & Wellness Center slated for 2019.



“I never would have thought this would have come true. Standing here today, this moment still seems so surreal.”

-Jakob O'May



From left: Linda Alpert-Gillis, M.D., Ben Lee, M.D., Tom O'Connor, Michael Scharf, M.D., Mark Taubman, M.D., Jakob O'May, and Tom Golisano.

The new building will enable introduction of one new service for the Rochester region and expansion of two existing Pediatric Behavioral Health & Wellness services:

- The new Intensive Outpatient Service Line would allow youths to receive a higher level of care than in traditional outpatient services, while staying home and attending their regular school.
- An outpatient program, which serves children and adolescents battling depression, anxiety, psychosis, substance abuse, ADHD, PTSD, Autism Spectrum Disorder, and other conditions, including experiencing stress due to a medical illness, change in family situation, or other adverse or traumatic events.

- A partial hospitalization program, which serves children ages 12-18 who require intensive services throughout the day, but are able to stay home with their families safely without constant medical observation. This program is the only adolescent partial hospitalization service in the state west of the Hudson River.

Michael A. Scharf, M.D., Chief of the Division of Child and Adolescent Psychiatry, said he is excited to partner with his future neighbors in the Golisano Autism Center. Discussions have already begun on how the two groups — URMC and the Al Sigl Family of Agencies — can collaborate to better serve youth, families, and other community providers.

“Thanks to the generosity of Mr. Golisano, we anticipate this

location will become the regional hub, both for providing comprehensive care and for educating families and other providers about how best to meet the needs of the children and families we serve,” said Scharf.

Teenager Jakob O'May, who has struggled with depression, also shared his story at the announcement.

“I still remember saying to my dad that my dream when I get older is for someone to open a mental health facility in Rochester tending to the needs of teens,” said O'May. “I never would have thought this would have come true. Standing here today, this moment still seems so surreal.”

With the gift, Golisano — already the University of Rochester's most generous living donor — has now given \$41 million in support of the children's hospital.

Med-Peds Residency Program Trains Doctors Who Live In Two Worlds



Tiffany Pulcino, M.D., and the staff of the Complex Care Center.

Children with chronic illnesses are sometimes lucky enough to spend 18 years with the same pediatric specialist — a doctor who knows their history, their needs, and can provide the right care at the right time.

But when those children grow into teenagers and then enter adulthood, that means graduating from their pediatric practice. Transitioning to the right adult primary care physician — one who is experienced with managing their specific chronic illness — is crucial to their future health and wellness.

Fortunately, Rochester has a group of physicians trained specifically for these patients.

The University of Rochester's Internal Medicine-Pediatrics training program was the first such program of its kind in the country, and it's still recognized as one of the very best. Future doctors are trained in the interconnected but very different worlds of pediatric and adult medical care, and they learn to shift fluidly between the two disciplines so they can help make patients' move from pediatric to adult care successful and safe.

After four years of training, its graduates are board-certified to practice both pediatric and adult internal medicine. They can choose from a variety of career paths, including primary care practice, subspecialty practice, research, public health, hospitalist positions, and international health practice.

The program began in 1967 as a rotating internship,

and then became a board-certified, combined “Med-Peds” training program in 1974.

Being a Med-Peds graduate “gives you an ability to counsel families that is much richer, because when you're working with a pediatric patient, you know what that disease will look like for them when the patient is 40 or 60 years old. That was an important part of training, especially given what I'm doing now,” said Tiffany Pulcino, M.D., M.P.H., who graduated from the program in 2008.

As Medical Director of UR Medicine's Complex Care Center, Dr. Pulcino is helping patients with childhood-onset, chronic conditions gain access to adult primary care that is geared to their needs. Because the demand for this specialized care is growing, she also works with primary care practices in the region to provide consultation, education and referral services so they can improve their care for patients with complex conditions. Making wise use of finite health care resources is the kind of creative solution that the Med-Peds residency instills in its graduates.

The program builds in time for special training in health care advocacy, global health, medical education, and research, which encourages participants to follow their passion and to explore innovative approaches to health care challenges. “The structure of the program is really responsive to the needs of the trainee,” Dr. Pulcino said. “It enabled me to spend my fourth year of residency focused on building the delivery model for the Complex Care Center.”



Stephanie Ramos



Tiffany Pulcino, M.D.

“They have the skill set to compete for any further training or faculty positions out there, and they can choose from a vast array of options. They finish here total rock stars.”

-Brett Robbins, M.D., Director of the Med-Peds residency program

There are more than 80 Med-Peds residency programs in the country, but Rochester’s gives graduates exceptional preparation for any career path they pursue, said Brett W. Robbins, M.D., Director of the Medicine-Pediatrics residency training program at UR. He completed his Med-Peds residency here in 1997.

“Our graduates consistently report that their experience here has prepared them for whatever they want to do,” he said. “They have the skill set to compete for any further training or faculty positions out there, and they can choose from a vast array of options. They finish here total rock stars.”

In post-graduate surveys completed by their colleagues and employers, UR’s Med-Peds alumni consistently finish ahead of peers from other Med-Peds programs in the six major competencies of medical training: patient care, medical knowledge, interpersonal and communication skills, professionalism, practice-based learning and improvement, and systems-based practice.

Residents spend part of each week seeing patients at the Culver Medical Group pediatric-adult medicine practice. It’s an ideal environment to learn from physicians who are experienced Med-Peds community providers as well as dedicated instructors to future generations of doctors.

“That’s where your mentors are,” said Dr. Pulcino. “Those physicians train you to think like a Med-Peds doctor. You not only get clinical instruction, but also essential practice

skills like billing, scheduling, charting.”

Dr. Pulcino is a native of the Rochester area, but only learned about the program while studying at New York University School of Medicine. “I decided on Med-Peds in medical school and looked for the best program in the country, and this was it. Its presence in the community, the maturity and excellent reputation of the program made it the right choice for me.”

One patient who benefited from Pulcino’s training was Stephanie Ramos, who was born with sickle cell disease. Pulcino’s care — and a coalition of sickle-cell specialists including Suzie Noronha, M.D., and Jeff Andolina, M.D. — eventually led to a bone marrow transplant which cured her of the disease.

“It’s a horrible disease. My body would just break down without warning,” said Ramos, 28, of Irondequoit. “To be free of it, words can’t really explain how I feel.”

Lil' Fighter's Life Celebrated Through the Sport He Loved



Competitors hold up Patrick Carr's Jersey Number: 15.



Patrick Carr and Shane Prince.



Patrick Carr's brother, Gavin, and his team.

It takes a lot to impress Shane Prince, the young NHL player best known for his speed and energy. But 10-year-old Patrick Carr made the hockey star look twice.

Seven years earlier, Patrick had been diagnosed with stage 4 cancer. By the time he met Prince, Patrick — who became known as “Lil’ Fighter” after his diagnosis — had gone through several rounds of chemotherapy, blood transfusions, radiation, a stem cell transplant, four major surgeries, and many stays in the hospital.

But when Patrick had his skates on, you never would have known what he was facing.

“He was the hardest worker out on the ice, so we had no idea what he was going through at first,” said Prince. “When we found that he was getting chemotherapy just hours before his skates, it inspired us to do something for him.”

Prince began planning an event to honor Patrick, and came up with a unique idea: a beach hockey tournament that would take the young fighter’s favorite sport and bring it to the sands of Ontario Beach.

Just days before the inaugural Beach Hockey Classic in 2015, Patrick passed away after an eight-year battle.

“We went on with the event, because we felt like it was important to carry on with the fight in his memory. He never quit, so we did what he would do,” said his mom, Deb Carr. “The tournament became a celebration of Patrick’s life and legacy, and a way to help the other patients at Golisano Children’s Hospital.”

The Beach Hockey Classic is now an annual, sold-out event. More than 200 people ages 5 to 35 compete for the chance to win the Patrick Carr Memorial Sandley Cup, and 1,000 spectators come out for the fun, which includes a live



Young hockey players compete in the Cool As Ice tournament.

“The tournament became a celebration of Patrick’s life and legacy, and a way to help the other patients at Golisano Children’s Hospital.”

DJ, refreshments, and raffles. In 2017, the event raised more than \$18,000 for Golisano Children’s Hospital.

“The hockey community really sticks together and is a family just like the children’s hospital community — and that has really given this event a unique, feel-good spirit,” said Stephanie Sheets, Assistant Director of Community Affairs at Golisano Children’s Hospital. “We are so grateful that the Carrs have chosen to stay involved with the hospital and help other patients like Patrick.”

The tournament is a year-round labor of love for the Carr family and the committee that puts it on. But in the end, all the hard work is worth it. So much so that in 2016, they added another fundraiser to their list: the Cool As Ice skate-a-thon and 3v3 tournament. The event has become another sold-out hit, and has raised a total of \$16,708.

“The events allow everyone who knew and loved him to

have a day to come together, remember him, and reflect. He touched so many people and inspired everyone who crossed his path,” said Deb. “It always feels great knowing that we worked our tails off in Patrick’s memory for a great cause, and it’s so uplifting and rewarding to see the participants bring the fight and determination to the ice or the sand that Patrick did every time he played.”

The 2018 Beach Hockey Classic is on July 14, 2018. Teams are limited and the event fills up quickly! Sign up at www.PrinceEliteHockey.com.

Hyundai Hope On Wheels lends a ‘hand’ in fight against childhood cancer

The program, which has given \$700,000 to Golisano Children’s Hospital since its launch, funds childhood cancer research across the United States.



The Hyundai Hope on Wheels program pulled up to the Golisano Children’s Hospital loop in late September, where they dropped off a check for \$250,000.

“September is a special time for all of us at Hyundai because it’s National Childhood Cancer Awareness month,” said Scott Fink, chairman, Hyundai Hope On Wheels Board of Directors. “It’s a time when we honor the courageous children battling cancer while also funding the doctors and researchers that are working tirelessly to provide care and develop new treatments.”

The program, launched in 1998, is committed to finding a cure for childhood cancer. It has awarded more than \$130 million in grants that support childhood cancer research, including more than \$700,000 to researchers at Golisano Children’s Hospital.

At a ceremony in the loop of the children’s hospital, childhood cancer survivors and patients placed their painted

handprints on the doors of a Hyundai vehicle. Kim Winter, whose son Craig is battling cancer, thanked Hyundai for their support.

“Events like today have allowed us to hope that some day, parents will never have to hear the words ‘Your child has cancer,’ like we did, when our son was 2 years old,” she said.

Craig Mullen, M.D., Ph.D., Chief of Pediatric Hematology/Oncology at Golisano Children’s Hospital, was the recipient of the Hyundai Scholar Hope Grant; the \$250,000 award will allow him to explore new avenues of potential treatment.

“Grants like this one are critical,” said Mullen. “They allow us to explore new ideas and compete for larger grants. For this project, I will be looking at acute lymphoblastic leukemia, the most common form of childhood cancer, and looking for new treatments to improve the care we give our patients.”

Mark Bezek Memorial Golf Tournament raises \$22K



A big thank you to Sue Bezek, Associate Chief Nursing Officer of Golisano Children’s Hospital and Maternal Child Nursing, and the planning committee of the Mark Bezek Memorial Golf Tournament. The tournament, which took place in June, raised \$22,517 for our patients and families. Thanks to everyone who sponsored, volunteered, donated, played, or attended – we are grateful for your support!

From Fellowship to Faculty

Katherine Greenberg provides care for transgender teens



As recently as five years ago — before Caitlyn Jenner vaulted transgender awareness into the mainstream — the fledgling Gender Health Services program at the University of Rochester Medical Center was in danger of collapsing. Enrollment was low, and the physician who ran the program had recently left the university.

“We had fewer than 20 patients,” said Katherine Greenberg, M.D., who was a fellow in the Division of Adolescent Medicine at the time. “But we didn’t want to abandon them.”

So Greenberg stepped up. Throughout the remainder of her fellowship, she worked to create a multidisciplinary team that helped her to manage her newfound transgender patients’ hormone levels and various psychosocial challenges. When her fellowship concluded, she was hired as a full-time faculty member so she could continue the work. And today, Gender Health Services sees more than 250 patients a year.

All across URMC, fellowship programs provide the most reliable pipeline of future faculty. In the Department of Pediatrics, close to 45 percent of fellows are eventually hired as full-time faculty. And many of those physicians would not have considered Rochester if they hadn’t already been here for their fellowship.

“I’m from Atlanta. I never expected to be in Upstate New York,” said Greenberg.

“But I really fell in love with the biopsychosocial model that we emphasize here, and the humanism-type work that is done in Rochester.”

Today, Greenberg splits her time between Adolescent Medicine and Obstetrics & Gynecology. In addition to her work with transgender patients, she’s also one of two faculty members leading the LARC Initiative, a campaign that aims to increase the usage of Long Acting Reversible Contraceptives (LARC) among teenagers.

Alongside Andy Aligne, M.D., Director of the Hoekelman Center — and with support from the Greater Rochester Health Foundation — Greenberg meets with key community members who interact with teens, such as community pediatricians, guidance counselors and school nurses. They discuss the safety and efficacy of LARC, which has been shown to be, by far, the most effective form of contraception, and the message is then filtered down to teenagers.

Three years into the program, Monroe County teenagers are now close to ten times as likely to be using LARC as the national average.

“It’s a program we’re definitely hoping to continue,” said Greenberg. “We’ve already seen tremendous results in the first three years, and now we want to build on that success.”

Save the date for the 2018 Drive for Miracles Radiothon

The 2018 Drive for Miracles Radiothon is set for Feb. 15 and 16!

Tune in to WHAM1180, Mix 100.5, and 13WHAM-TV throughout the event to hear inspiring stories from our children and families, and to support Golisano Children’s Hospital.

This is the 17th year that the hospital has partnered with local media organizations, who broadcast the event, and numerous other community groups who help answer phones and take donations. Last year, the Drive for Miracles Radiothon raised \$197,500 for Golisano Children’s Hospital.



Thank you!

Golisano Children's Hospital is extremely grateful to our community fundraisers!!!!

Cycle for Hope

UR Triathlon Club - Honeoye Lake Triathlon

Abby Treadwell - 4-H Steer

Lewis Tree's Giving Tree

Scio Central School National Junior Honor Society - Bake Sale

Wolcott Lioness Club - presidential donation

Gananda Sports Boosters 2017 Spring Fling Triathlon

Power of One - Connor, Nick, Dylan

Manor Intermediate School - 5th grade recycling program

Canandaigua Teacher's Association - Dress Down Day

Ruby Brotherington's - 11th Birthday

Girls on the Run - Bake Sale

Craig Demmin Soccer - 3v3 Tournament

Music for Love

Alex & Ani - In honor of Desiree Stockholm

B&L Wholesale Charity Golf Tournament

Gray Family & Friends Foghat Party

Indian Landing Elementary School

Creative Themes Day Camp

Abby, Amy, & Sarah Webster's Lemonade Stand

Prince Elite Beach Hockey Classic

Madison & Brianne's Lemonade Stand

Hunter McMahon & Nevan Tuttle - Happy Birthday

Jet Blue - Jamie Merrick

Smile Bracelets

Addison & Gabbie's Lemonade Stand

Wickham Farms - Field of Sunflowers

WNY National Corvette Restorers Society Nazareth College

Penfield High Schools Cross Country Team's 24-hour relay

Crosby's Fund JoJo Cup

Volleyball Tournament in honor of Liam Edwards

Rochester Gran Fondo

Village of Nunda's Wish Upon a Star Concert

Fallone's Funtime Center

Jax Schueckler's 1st Birthday

Bill Frisbie Memorial Golf Tournament

Oak Orchard Assembly of God Kids Crusade

Parker Swiatek - Eagle Project

Inspire Childcare & Crayon Campus

Buddha Foundation of America Golf Tournament

Gia Mistretta - Lemonade Stand

Matthew Conlon's 1st Birthday

Canal Ponds Liquor - Employee Charity Barrel

Cornell Cooperative Extension - Jeans Day

Baby Grayeski - Due Date Pool

Block Party in honor of Audrey McMahon

Thermo Fisher Scientific - Golf Tournament

Paychex Leadership Evolution - Class of 2017

Ev & Sami Clyde - Lemonade Isle

Guest Bartending @ The VB Brewery in honor of Desiree Stockholm



Upcoming Community Events

Dec. 22, Rainbow Classic

The Palestra at the University of Rochester

The heated rivalry between Pittsford Mendon and Pittsford Sutherland always makes for great entertainment. Every penny from admission and the commemorative program sales from this year's event will support the furnishing of the teen lounge in the new Golisano Children's Hospital. Tipoff for the girls' game is at 6 p.m., followed by the boys' game at 8 p.m. For more information about tickets, please call the Pittsford Athletics Office at 585.267.1062.

Jan. 16 & Feb. 10, Battle of the Beaks

Nazareth & St. John Fisher College

Rivals Nazareth and St. John Fisher will battle in men's and women's basketball games with all proceeds from ticket sales, prize raffles, and commemorative T-shirt sales benefiting the kids at Golisano Children's Hospital. The games on January 16th will be held at St. John Fisher's Manning & Napier Gymnasium (men's game at 6 p.m., women's game at 8 p.m.), while the February 10th game will be held at Nazareth College's Kidera Gymnasium in the Otto Shults Center (men's game at 2 p.m., women's game at 4 p.m.). For more information, please contact Traci Lian at tlian9@naz.edu or 585.389.2835.

Jan. 27, Wingfest

Nashvilles

Compete in a wing-eating contest to support the kids at Golisano Children's Hospital. Entry fee is \$30 per every three-person team. For information please contact Shane Rothenburgh at s_rothenburgh@yahoo.com or call 585.905.8332. You can also find the event on Facebook as Wingfest III.

Feb. 3, Cycle for Hope

Participating Fitness Centers

Local fitness clubs help support the kids at Golisano Children's Hospital and Camp Good Days and Special Times one revolution at a time with this spinning event. Donations of \$25 per hour are requested from 8 a.m. to 2 p.m. at participating locations. For more information please visit: www.cycle4hope.org.

Apr. 7, Ugly Disco

Rochester Riverside Convention Center

Come get your groove on from 8 p.m. to 1 a.m. at this '70s celebration. The Ugly Disco is a night of fun that features live music, Twister, and more. For more information, visit www.uglydisco.com.

Save the Date 2018

February 15 & 16 – Radiothon

June 2 – Stroll for Strong Kids Walk & 5K Run

August 27 – Golf Classic

October 20 – Gala

Golisano Children's Hospital Advancement Office

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The Season of Giving

Gifts of all sizes, from thousands of people throughout our community and beyond, helped build our new eight-story Golisano Children's Hospital. Now, through fellowships and other future-looking programs, we're working to ensure that our new building will ALWAYS be populated by the best group of doctors in the country.

So in this season of giving, we ask you to consider a gift to Golisano Children's Hospital. You will be investing in a brighter future for thousands of children's and families.

Golisano Children's Hospital Office of Advancement
300 East River Road, PO Box 278996
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Your gift to Golisano Children's Hospital is tax deductible; make your gift by Dec. 31 in order to claim on your 2017 taxes. If you're a donor or potential donor and would like to speak with us directly, please feel free to call (585) 273-5948.



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